

## CLAIMS

We claim:

1. A method comprising communicating to a potential consumer that consuming a calcium-containing product may have a beneficial effect on body weight or body fat, the communicating being by an entity having a commercial interest in the consumption of the product.
2. The method of claim 1, wherein the communicating comprises providing information about suboptimal calcium consumption.
3. The method of claim 1, further comprising communicating an effect of calcium consumption on osteoporosis.
4. The method of claim 1, wherein the communicating is by a method selected from the group consisting of verbal communication, pamphlet distribution, print media, audio tapes, magnetic media, digital media, audiovisual media, billboards, advertising, newspapers, magazines, direct mailings, radio, television, electronic mail, electronic media, banner ads, and fiber optics.
5. The method of claim 1, wherein the effect on body weight comprises preventing or reducing obesity.
6. The method of claim 1, wherein the effect on body weight comprises preventing or reducing weight gain.
7. The method of claim 1, wherein the effect on body weight comprises weight loss.
8. The method of claim 1, wherein the effect on body weight comprises inducing a metabolic change in an individual.
9. The method of claim 8, wherein the metabolic change comprises decreasing intracellular calcium concentrations ( $[Ca^{2+}]_i$ ), stimulating lipolysis, inhibiting lipogenesis, increasing the expression of white adipose tissue uncoupling protein 2 (UCP2), reducing serum insulin levels, thermogenesis, or decreasing the levels of calcitrophic hormones.
10. The method of claim 1, wherein the effect on body weight comprises preventing or reducing weight gain and/or adiposity in children.
11. The method of claim 1, wherein the communication pertains to a class of products to which the calcium-containing product belongs.
12. The method of claim 1, wherein the product is a dairy product.
13. The method of claim 1, wherein the product is a dietary supplement.

14. The method of claim 1, wherein the product is a non-dairy foodstuff naturally high in calcium.
15. The method of claim 1, wherein the product is a foodstuff fortified with calcium.
16. The method of claim 1, wherein the product is selected from the group consisting of milk, yogurt and cheeses.
17. The method of claim 1, wherein the product is a liquid supplemented with calcium.
18. The method of claim 1, wherein the entity is the manufacturer of the product.
19. The method of claim 1, wherein the entity is a retailer of the product.
20. The method of claim 1, wherein the entity is a trade association whose members sell the product.
21. The method of claim 1, wherein the product is identified by a trademark.
22. A method for inducing the consumption of dairy products by a commercial entity having a financial interest in the sale of the products, wherein the entity distributes information to potential consumers of the dairy products describing weight-control benefits of dairy products attributable to the consumption of the products.
23. The method of claim 22 wherein the distributed information recommends at least about 57 portions of dairy per month.
24. A method for promoting the consumption of a calcium-containing product wherein said method comprises the public distribution of information describing the obesity-control benefits of said product which are attributable to the consumption of calcium in said product.
25. The method according to claim 24, wherein said distribution of said information is achieved by a method selected from the group consisting of verbal communication, pamphlet distribution, print media, audio tapes, magnetic media, digital media, audiovisual media, billboards, advertising, newspapers, magazines, direct mailings, radio, television, electronic mail, braille, electronic media, banner ads, fiber optics, and laser light shows.
26. The method according to claim 24; wherein said information pertains to a class of products to which said calcium-containing product belongs.
27. The method according to claim 24, wherein said class of products is dairy products.